

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

CINEMAS – Permission to increase rates of admission in all the four Screens in CMR Central Chandana Brothers Multiplex Complex Private Limited(Inox Theatres) Visakhapatnam – Orders – Issued.

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HOME (GENERAL.A) DEPARTMENT

G.O.Ms.No 72.

Dated:01-04-2010  
Read the following:

1. From the Joint Collector, Visakhapatnam, Proceedings(M) R.Dis. No.435/2010/C1, Dated 25-03-2010.
2. Representation dated 08-03-2010 from the Director, Chandana Brothers Multi Complex Private Limited, Visakhapatnam.
3. From the District Collector, Visakhapatnam, Lr.Rc.No.534/10/C1, dated 25-03-2010.

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ORDER:

In the reference first read above, Joint Collector, Visakhapatnam, in exercise of the powers conferred under Rule 11-(B) (2) of Andhra Pradesh Cinemas (Regulation) Rules, 1970, had issued the B-Form Licence valid upto 31-01-2011 with the following seating capacity and rates of admissions (excluding tax free maintenance charge @ Rs.2/-) to the Chandana Brothers Multi Complex Private Limited, Visakhapatnam, for operation of (4) Screen theatres under B.O.T. Scheme of APSRTC at D.No.52-1-35, 52-1-36, 52-1-36/1, S.No.67 Resapuvanipalem, Maddilapalem subject to the conditions stipulated by the Inspecting Officer. The details of the seating capacity and maximum rate of admissions allowed are as follows:

Class of Accommodation	Class	Persons permitted	Maximum rates of admission allowed Rs.
Screen-I	Executive	236	48+2.00=50-00
Screen-II	Executive	234	48+2.00=50-00
Screen-III	Executive	338	48+2.00=50.00
Screen-IV	Executive	161	48+2.00=50-00
		969	

2. The Management of Chandana Brother Multi Complex Private Limited, Visakhapatnam in the reference second read above, has stated that, they have granted to Inox Ltd., a company having its corporative office at 5<sup>th</sup> Floor, Viraj towers, Next to Andheri Fly over, Western Express Highway, Andheri(East), Mumbai, a right to conduct and operate the said Multiplex. INOX has established a strong presence in the cinema exhibition industry on the basis of its state of the art facilities and high service standards maintained by a professional team.

3. He has further stated that, like all other INOX Multiplex theatres across the country, the offerings here are equipped with modern projection and acoustic system interiors of international standards, stadium style high back seating with cup holder arm-rests, high levels of hygiene, varied theatre food, a selection of Hindi, English and regional movies, and most importantly high service standards. Further it is also stated that, their goal is to offer to the cinema going patrons of Visakhapatnam a completely new standard of comfort and delight, never experienced before in the city and they are generating employment opportunities locally by providing the facilities.

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4. He has also stated that to maintain the highest quality of operations and to provide world class service to the patrons they have requested to grant them permission to have flexible pricing that will have varied rates for different times of the day and different days of the week and alternatively to permit them to charge rates of admission at Pricing Matrix and run optimum number of shows between 8:00 A.M. to 1:30 A.M. and to consider the request to screen flexible number of shows which will not only help the Government and film industry to generate additional revenue.
5. M/s CMR Central Chandana Brothers Multi Complex Private Limited, Visakhapatnam has requested for the following:

Screen wise, class wise seating arrangement and proposed rates of admission.

Pricing Matrix

Screen	Class	No. of seats	Rate of Admission Rs.
Screen-1	Executive	236	200.00
Screen-II	Executive	234	200.00
Screen-III	Executive	338	200.00
Screen-IV	Executive	161	200.00
Total		969	

6. The District Collector, Visakhapatnam in the reference second read above, has furnished the report stating that he has referred to the Revenue Divisional Officer, Visakhapatnam for inspection and report. The Revenue Divisional Officer, Visakhapatnam on 22-03-2010 has inspected the 4 Screen theatres located at D.No.52-1-35, 52-1-36 and 52-1-36/1 covered by Sy.No.67 of Maddilapalem village Visakhapatnam (Urban) Mandal on 04-03-2010, along with the Tahsildar, Visakhapatnam (Urban). During their personal inspection of the theaters they have found that, the Management of Chandana Brothers Multi Complex (P) Limited, Visakhapatnam has expressed that, they have to enhance the rates of admission by providing the following facilities in their 4 Screen theaters as detailed below.

1. Interiors of international standards with fully air-conditioned auditoriums and lobby.
2. Plush carpeting in the auditoriums and a well designed lobby.
3. State of the art LCD screens in the box office area, displaying information for customers.
4. Comfortable stadium style high-back seating with comfortable leg space between the rows.
5. Auto Flush Toilet Facility with high levels of hygiene in the multiplex and its restrooms through constant housekeeping efforts.
6. Inherently fire retardant seat fabric and wall paneling fabric.
7. Modern safety and security systems and fire fighting system.
8. Smoke exhaust fans inside all auditoriums and motorized fire dampers in all AHUs.

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9. 100% Generator Set facility.
  10. All the critical systems have UPS back-up facility thereby enabling uninterrupted movie viewing even during power failures.
  11. Emergency lights on invertors all over the property.
  12. LED lights on every step riser in the auditorium. The step riser LEDs, seat light as well as exit signs are on invertors.
  13. State of the art analogue and digital projection systems.
  14. Efficiently designed acoustic system treatment in all auditoriums for providing the patrons a superior sound quality.
  15. Digital Sound System with Dolby and DTS in all screens.
  16. Three-way Surround sound System.
  17. Computerized Ticketing Facility.
  18. Modes of ticket booking such as Online Booking, SMS Booking, Home Delivery etc. which will make the process of booking tickets easy for customers.
7. The Revenue Divisional Officer, Visakhapatnam reported that Management of the theater has provided extra facilities than those of provided in regular theaters like plush carpeting, Comfortable seating, Auto flush toilet facilities and digital projection systems and acoustic systems treatment sound quality.
8. The District Collector, Visakhapatnam has stated that Revenue Divisional Officer, Visakhapatnam has finally stated that the Management of Chandana Brother Multi Complex Private Limited, Visakhapatnam, may be permitted to charge the higher rates as stated above in the screens 1 to 4 in the above said theaters and maximum exhibition of 5 shows per day.
9. Finally the District Collector, Visakhapatnam, has stated that the proposed rates for Executive class of Rs.200/- may kindly be considered to Chandana Brothers Multi Complex Private Limited, Visakhapatnam.
10. In the course of examination of the request of the Management of CMR Central M/s Chandana Brothers Multiplex Complex, Visakhapatnam an opportunity of hearing was given to the Management on 31-03-2010 before the Appellate Authority. The Government have heard the case represented by the Director, Chandana Brothers Multiplex Complex Pvt. Limited, Visakhapatnam who has requested for fixing the price of Executive Class at Rs.200/- and in his further representation dated 29-03-2010, has requested for Rs.100/- instead of Rs.200/- requested in his earlier representation for all the (4) Screens in the Multiplex Complex. Government felt that the rates sought for by the Management are reasonable when compared to the present day situation and the location of the Multiplex Complex of M/s Chandana Brother Multiplex Complex Private Limited at Visakhapatnam.

11. After careful examination of the above matter and in exercise of the powers conferred under rule ( c) of sub-rule 3 11(B) of Andhra Pradesh Cinemas (Regulation) Rules, 1970. Government of Andhra Pradesh hereby permit fixing of the rates of admission to all the (4) Screens Multiplex to CMR Central M/s Chandana Brothers Multiplex Complex Private Limited, Visakhapatnam as indicated below.

Screen wise, Class wise seating arrangement and permitted rates of admission.

Pricing Matrix

Screen	Class	No. of seats	Rate of Admission Per ticket Rupees.
Screen-1	Executive	236	100.00
Screen-II	Executive	234	100.00
Screen-III	Executive	338	100.00
Screen-IV	Executive	161	100.00
Total		969 seats	

12. The Management is also permitted to screen (5) five shows per day between 10:00 A.M. and 1:00 A.M. in relaxation of Rules.

**13. The Licensing Authority is directed to thoroughly inspect the facilities mentioned under para 6 above, during his periodical half yearly inspections and in case any deficiency is found in the said facilities the same may be reported to Government so that action will be taken by the Government to automatically withdraw the enhanced rate of admission accorded in para 11 above.**

14. The District Collector, Visakhapatnam is requested to incorporate the rates and class of admission in the Form-B Licence of (4) four Screens Multiplex of CMR Central M/s Chandana Brothers Multiplex Complex Private Limited, Visakhapatnam immediately.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJAY MISRA,  
PRINCIPAL SECRETARY TO GOVERNMENT

To  
The District Collector, Visakhapatnam.  
The Joint Collector & Licensing Authority, Visakhapatnam.  
The Management CMR Central M/s Chandana Brothers  
Multiplex Complex Pvt. Limited, Visakhapatnam.  
The P.S. to Minister for Cinematography.  
The P.S. to Principal Secretary to Govt. (Prisons).  
SF/CS.

// FORWARDED :BY ORDER//

SECTION OFFICER